RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

January 16, 1998

RJR Account #091800
Mr. G. Burns
CAPITAL CANDY CO., INC.

FEBRUARY CTS: DORAL BUY 2 PACKS GET 1 PACK FREE / PROMOTION #800019

Dear George:

DORAL pre-sleeved B2G1F product (6M) has been ordered, along with **30 SKUs** Shipper Displays Item #536744 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL B2G1F BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24971	2
Lt 100	12300-24972	2
Men Lt 100	12300-24974	2
FF 100	12300-24973	1

DISPLAY DETAIL (#536744)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
***IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY;** THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival:	**February 2, 1998**
Ship Date to Retail:	**Week of: February 9, 1998**
SKU CUBE:	**0.8750**
SKU WT (w/o Product):	**1.7100 lbs**
Retail Sales Offer per Sku:	**21 Offers**

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Source: https://www.industrydocuments.ucsf.edu/docs/mkny0000

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$1,169.02**

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

BRAND STYLES:
DORAL LIGHT / DORAL LT 100 / DORAL LT MEN 100 / DORAL FF 100

PLACE INTO EACH DISPLAY:
* **7** CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (**2** CTNS/ **2** CTNS/ **2** CTNS/ **1** CTN)
* **1** ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ **5** CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN **21 B2G1F** OFFERS, AND EITHER **7** OR **8** LOOSE LIVE PACKS.
(**7** PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $14.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$35.00 (2.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/mkny0000

PROMOTION #800019: DORAL B2G1F

1623 / 1638 CTS OUTLETS

SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED

#/ CASES PER STYLE

D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS	#/ SKUs	LT	LT 100	LT MN 100	FF 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
163807	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRIS	LACONIA	NH	8						91800	CAPITAL CANDY CO INC	14290
163807	743970	CASE N KEG	5 MILL ST	MEREDITH	NH	8	30	2	2	2	1	91800	CAPITAL CANDY CO INC	

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Source: https://www.industrydocuments.ucsf.edu/docs/mkny0000

WHOLESALER PACKING INSTRUCTIONS

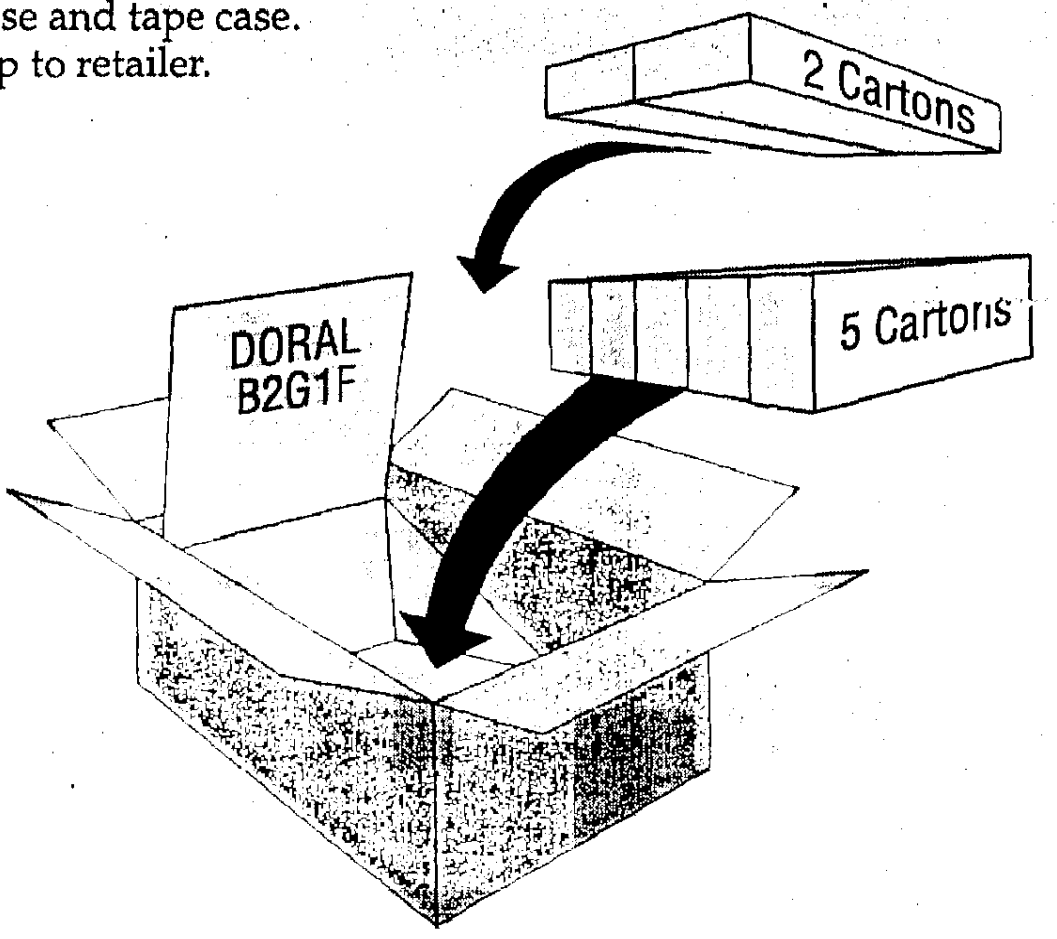
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

February DORAL B2G1F

(Buy 2 Packs Get 1 Free—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536510 – Pack Outlets
Item: # 536744 – CTS Pack
Description: DORAL B2G1F Display/POS kit

Brand Style	LT	LT 100	LT MEN 100	FF 100		
Number of Cartons	2	2	2	1		

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Source: https://www.industrydocuments.ucsf.edu/docs/mkny0000